

# in Strategic Communications



WORLD ENERGY COUNCIL

CONSEIL MONDIAL DE L'ÉNERGIE

*For sustainable energy.*

Thanks to our international reach, excellent media contacts, management skills and detailed understanding of the energy industry, the 2013 World Energy Congress was a great success.

**The triennial World Energy Congress is the most prestigious event on the global industry calendar.** Organised by the World Energy

**on the global industry calendar.** Organised by the World Energy Council, it has existed for nearly a century, attracting influential energy specialists from government, business and academia.

Our work on the 2013 event started about 14 months before it took place. We designed and executed an international PR campaign to encourage people in the target audience to attend, covering North America, Europe, the Middle East, Asia-Pacific and Russia. This was obviously a big logistical challenge, which we were able to meet thanks to the reach of our network and our global energy practice.

It required a lot of creative and strategic skills too. Because the event is held every three years, historically awareness does not build very strongly from one to the next, so the task of promoting it almost requires starting from scratch each time. Because we have a detailed understanding of the energy market, in all its diversity and complexity we knew what would get the media's attention in each territory. Our strong media contacts were a huge asset here, as the key people in the world's energy media already knew and trusted us.

We also helped to write and place many articles which were published under the organisers' names, looking at key issues and reminding readers that these would be discussed at the conference.

We were able to put that insight to even greater use when the organisers asked us to help provide input to the programme and the content for the event, including engaging speakers. We also assisted them in securing more and bigger media partners than ever before, including CNN, CNBC and the Financial Times.

For 2013, South Korea was the host – only the second time the Congress has been held in East Asia.

We saw that this might create concerns about travel and expense, and working with our team in Seoul we dealt with those, but our worst-case planning was put to the test in early 2013 when political tensions with North Korea started to escalate rapidly.

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*An international newspaper journalist described Congress as “the Davos of the energy world,” and the incoming chair of the WEC described the media operation as “exceptional.”*

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## DEFINITIVE EXPERTISE



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Thanks to our local knowledge and strong relationships in the media, we were able to ensure that the business pages and the industry press stayed focused on the significance of the event, rather than on the sometimes overheated rhetoric that was being reported on the front pages.

During the event itself we ran the international media centre. That

involved holding around eight or nine press conferences per day; answering journalists' enquiries and matching them up with the right spokespeople from the organisers or speakers; writing more than 30 press releases and 50 session summaries; and maintaining an active social media presence.



*"The FTI team based in London, Seoul and various offices around the world combined to provide strong outreach to core markets, insights and delivered expert media management skills in support of the World Energy Congress in Korea."*

— Stuart Neil, Senior Director,  
External Affairs & Communications  
at the World Energy Council



## OUTCOME

### BY ANY MEASURE, THE 2013 CONGRESS WAS A HUGE SUCCESS.

Media attendance was four times higher than the previous Congress in 2010. Delegate numbers also exceeded expectations: 7,500 people from 113 countries. We enhanced the Congress' profile as the premier forum for energy debate – and also that of Korea's energy sector and other industries. An international newspaper journalist described Congress as "the Davos of the energy world," and the incoming chair of the WEC described the media operation as "exceptional."

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CRITICAL THINKING  
AT THE CRITICAL TIME™

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